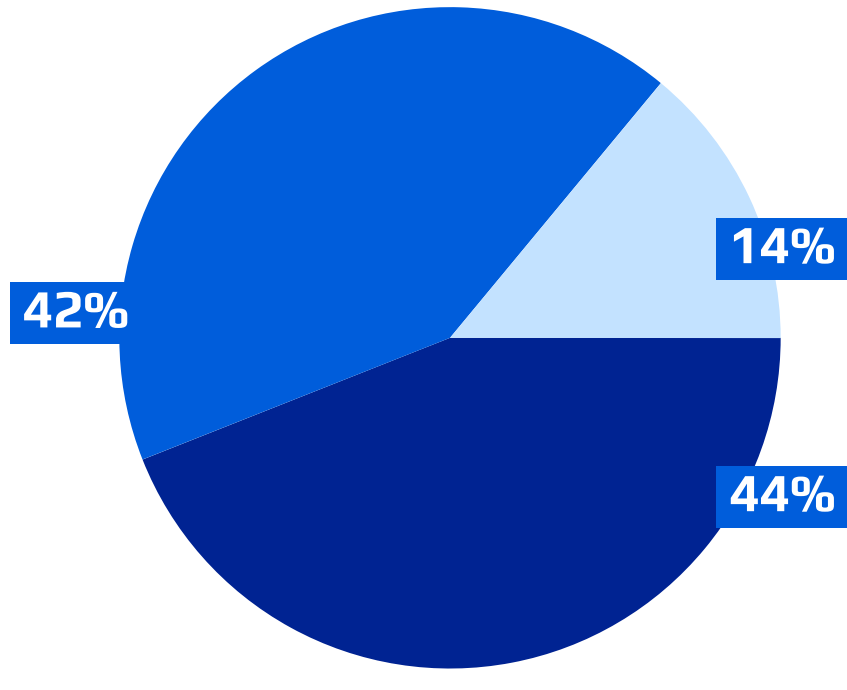


The site search trends driving B2C ecommerce

Ecommerce is doubling down on digital innovation, prioritizing search and personalization to both increase revenue, improve processes, and enhance the customer experience.

Here are key findings from Algolia's [B2C Ecommerce Site Search Report](#).

Businesses that have implemented or are planning to implement AI to understand users' intent and automatically suggest relevant improvement

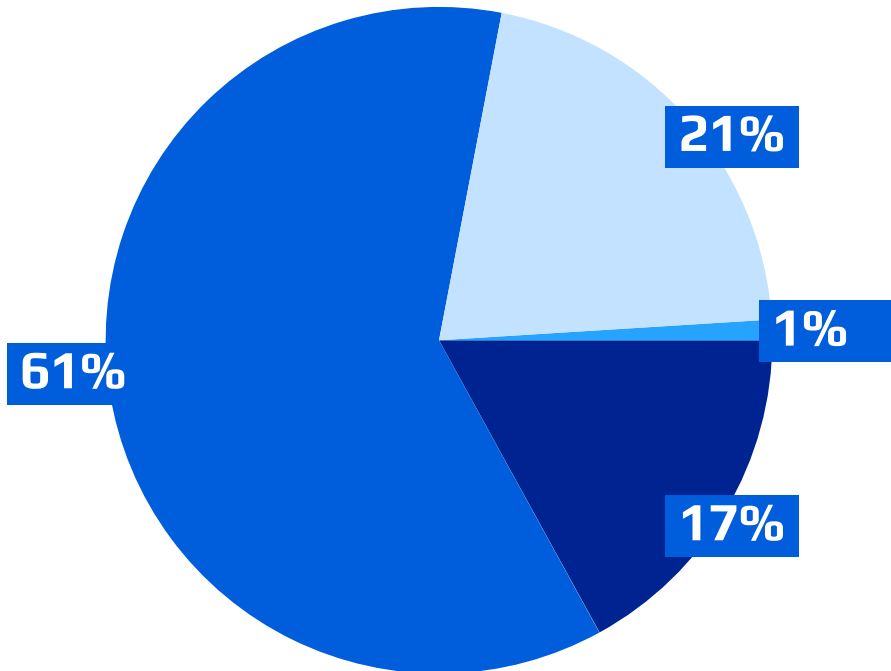


- Already implemented
- Plan to implement in the next 12 months
- No plans to implement in the next 12 months

86% of businesses plan on investing in AI this year

AI is creating new baseline standards that customers expect and B2Cs must deliver.

Interest in agentic AI search systems

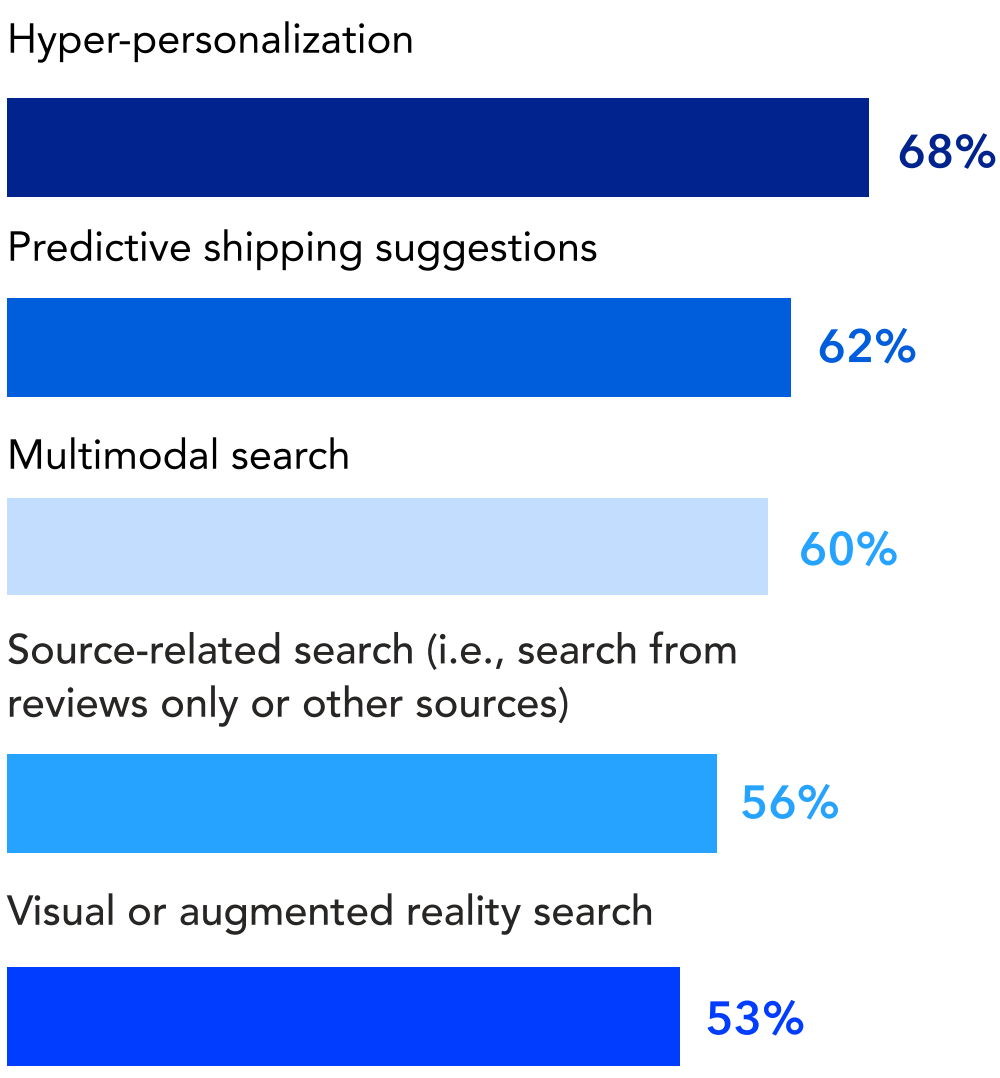


- We have already implemented an agentic search system
- We are planning to implement an agentic search system in the next 12 months
- We are interested in agentic search systems but have no firm plans to implement yet
- Currently we have no interest in agentic search systems

61% plan to implement agentic AI this year

Agentic AI will make it even easier to analyze numbers and spot trends.

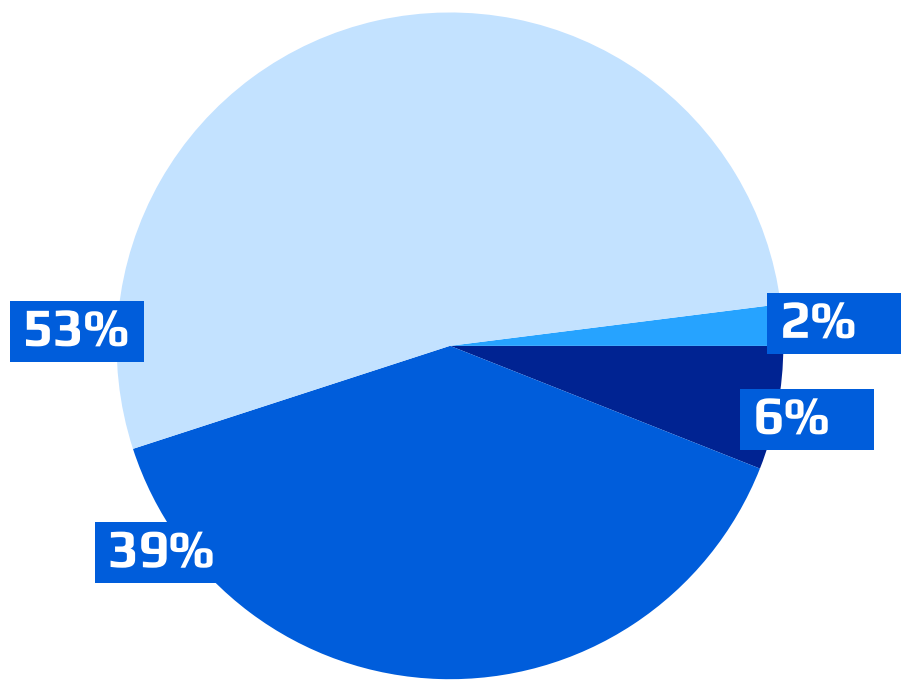
Future AI-powered search features organizations think consumers will want



Top search features consumers want to see

As new capabilities and solutions become available, the appetite for AI-powered features continues to grow.

Level of investment in ecommerce search function



- We have not invested yet in our site search
- We have under-invested in our site search
- We have adequately invested in our site search
- We have over-invested in our site search

FOMO drives 39% of B2C investments

Businesses are looking to catch up with peers and benefit from new technologies such as agentic AI.

Gain critical insights into the future of B2C search and AI retrieval.

[Read the Report](#)